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U.S. Small Business Administration

It's Your BUSINESS

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SPECIAL EDITION

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The SBA Syracuse District Office will celebrate National Small Business Week with award luncheons in Albany and Syracuse next month, honoring nine Small Business Week award winners and 45

small business owners from across Upstate New York.

The Excellence Award winning businesses have been recognized for various reasons...their response to adversity, service to their community,

growth, longevity and innovation of products and services.

Congratulations to all of our 2011 Small Business Week (see p. 2-4) and Excellence Award winners!

2011 SMALL BUSINESS EXCELLENCE AWARD WINNERS

ADK Physical Therapy - Barneveld
Aquatic Invasive Management, LLC - Lake Placid

ASEPT PAK, Inc. - Malone

Askco Electric Supply Co Inc. - Glens Falls

DeRuyter Big M -DeRuyter

BCI Construction, Inc - Albany

Best Cleaners - Schenectady

Better Brittle - Syracuse

BioSpherix, Ltd. - Lacona

Carbino's Jewelry and Diamond Center - Ogdensburg

Collins and Walton Plumbing and Heating Contractors, Inc. - Elmira

Comfort Inn & Suites Watertown - Watertown

Epic Outdoor Adventures - Fayetteville

George's Market & Nursery, LLC - Latham

Govsphere - Syracuse

Heaven to Earth Therapeutic Massage - Elmira

La-Z-Boy Furniture - Latham

Mechanical Testing, Inc. - Waterford

Mohawk Fabric Company - Amsterdam

Mohawk Grocery and Deli - Schenectady

Mountain View Pediatrics, PLLC - Plattsburgh

Oswego Sub Shop - Oswego

Our Daily Bread - Chatham

Pearl Physical Therapy, PC - Plattsburgh

Phinney Design Group - Saratoga Springs

RCJF Management, Inc. - Clayton

RISA Management Corporation - New Lebanon

Rocklein Physical Therapy, PLLC - Delmar

Romanoff Products Inc - Chatham

Schenectady Floor Covering - Schenectady

School Daze - Watertown

Selflock Screw Products Co., Inc. - Syracuse

Silicon Carbide Products, Inc. -Horseheads

Silver Parrot - Albany

Snug Planet, LLC - Ithaca

Stella's Diner - Syracuse

Syracuse New Times and Family Times - Syracuse

The Candor Market - Candor

The Blarney Stone Pub, Inc. - Norwich

The Children's Academy of Malta - Mechanicville

Thomas J. Pirro Jr. Funeral Home - North Syracuse

Total Events - Niskayuna

Van Dyck, LLC - Schenectady

Van Meter & Van Meter, LLC - Little Falls

World Wide Gas Turbine Products, Inc. -Clifton Park

2011 SMALL BUSINESS WEEK AWARDS

NYS SMALL BUSINESS PERSONS OF THE YEAR

Vanessa Kelly, president, and Mark Kelly, vice president
VMR Electronics, LLC, Binghamton

Ten years ago, Vanessa and Mark Kelly started a real estate holding company which migrated to a wholesale electronic parts distribution company in Endicott with one employee and less than \$100,000 in sales. With their leadership and SBA financing, VMR Electronics, LLC evolved into a value-added heat shrink supplier and ultimately a cable assembly design and manufacturer. Leveraging industry-leading design and production quality, Vanessa and Mark have guided the company's meteoric growth to 275 full-time employees and over \$45 million in sales to major defense contractors like Oshkosh, SRCTec, General Dynamics, BAE Systems and Raytheon.



REGION II ENTREPRENEURIAL SUCCESS OF THE YEAR

Aminy Audi, president, and Edward Audi, vice president
L. & J. G. Stickley, Inc., Manlius



In 1974 Alfred and Aminy Audi purchased the once proud but ailing L. & J.G. Stickley company from Leopold Stickley's widow, Louise, with the assistance of two SBA guaranteed loans worth \$135,000. At the time, the company had only 25 employees and annual sales of \$235,000. After an SBA 504 loan of \$522,000 in 1994 and seven expansions, the Manlius factory is now over 425,000 square-feet. As a brand, Stickley is perhaps the most revered in the furniture industry, distributed globally through a network of 150 dealers with over 93 percent of its products made in the United States.

REGION II JEFFREY BUTLAND FAMILY-OWNED SMALL BUSINESS OF THE YEAR

William Coakley, president, and Thomas Coakley, vice president
Coakley Carpet One Ace Hardware, Canton

In 1902, 18-year-old John P. Coakley assembled a construction crew that became known in St. Lawrence County for building houses and barns better and faster than the competition. John's startup eventually became a lumberyard and home construction business operated by sons Robert and John. Today, Robert's children Tom, Bill and Carol are involved in running the family business, working alongside their spouses and training the fourth generation of Coakleys for their entrepreneurial legacy. Retail hardware sales, flooring sales and service, and kitchen and bath design and installation services have made the perfect mix, resulting in staff of 50.



2011 SMALL BUSINESS WEEK AWARDS

REGION II FINANCIAL SERVICES CHAMPION OF THE YEAR

Kevin Catalano, loan officer and portfolio manager

Albany-Colonie Regional Chamber of Commerce, Albany

Kevin Catalano has been a strong advocate for small businesses seeking access to capital. In 2007, Catalano began managing five microloan programs for the Albany-Colonie Regional Chamber of Commerce that provide funding for fixed asset and real estate purchase or working capital. Catalano also serves as the loan officer for the AI Tech Loan Trust Fund, screening applications up to \$500,000 and petitioning the AI Tech Loan Committee on behalf of applicants. Over the past four years, he has directed more than \$13 million in funding for significant job creation, real estate construction, renovations and acquisition in the local economy.



REGION II VETERAN SMALL BUSINESS CHAMPION OF THE YEAR

Lorrie S. Guler, transition services manager

Army Career & Alumni Program, Fort Drum



Since 2008, retired U.S. Army Major Lorrie Guler has served as the Transition Services Manager of the Army Career & Alumni Program (ACAP) at Fort Drum, NY. In recognition of the potential for ACAP to better assist soldiers, Guler overhauled the program curriculum, capabilities, size and schedule. Guler invited the Watertown SBDC to regularly present on SBA programs and services. By briefing the Fort Drum Garrison and Division command group, she obtained laptops for participants and instructors. Her innovative efforts to prepare soldiers and family members for civilian life, particularly in increasing awareness of entrepreneurship, have met with consistent success.

SYRACUSE DISTRICT WOMEN'S BUSINESS CENTER OF THE YEAR

Joanne Lenweaver, director

WISE Women's Business Center, Syracuse

The Women Igniting the Spirit of Entrepreneurship (WISE) Women's Business Center has served over 4,600 current and aspiring women entrepreneurs since 2006. Located at the South Side Innovation Center in Syracuse, the WISE Center leverages Syracuse University's outreach and training resources into invaluable entrepreneurial opportunities for clients. WISE organizes a variety of networking events, from the WISE Symposium with high-profile speakers and 1,000 attendees to more intimate eight person weekly Roundtable Discussions. The WISE method for building a successful business incorporates a multi-level approach that works---over 100 new businesses have been launched in the past three years.



2011 SMALL BUSINESS WEEK AWARDS

SYRACUSE DISTRICT EXPORTER OF THE YEAR

Anthony Perzanowski, president

U.S. Paper Counters, Cairo

In the 1970's, U.S. Paper Counters operated out of a garage as a service company for an English manufacturer of sheet counting and batch tabbing equipment. By 1980, the company had designed and manufactured its own sheet counter. Today, Anthony Perzanowski's company is a \$1.9 million manufacturer, distributor and exporter of high-speed paper counting and tabbing machines, with foreign customers accounting for 40 percent of its gross revenues. U.S. Paper Counters has a customer base diverse not just in geography, with machines sold to government agencies, paper merchants and mills, magazine and book publishers, pharmaceutical companies and currency printers.



SYRACUSE DISTRICT YOUNG ENTREPRENEURS OF THE YEAR

Patrick Ambron, Peter Kistler, Robert J. Sherman, and Evan Watson

Brand-Yourself.com, Syracuse



The idea for Brand-Yourself.com was born when college student Pete Kistler realized his unsuccessful job search was the result of mistaken identity for a convicted felon with the same name. After working to improve his online reputation, Kistler realized there was a market of individuals and businesses that also needed to ensure they are accurately portrayed on the internet. In 2008, Kistler and fellow Syracuse University students Patrick Ambron, Robert Sherman and Evan Watson started the online reputation management company. Today, Brand-Yourself offers powerful tools for individuals and companies to proactively manage their brand identity in an increasingly interconnected world.

SYRACUSE DISTRICT WOMEN IN BUSINESS CHAMPION OF THE YEAR

Tracy Higginbotham, founder and president

Women TIES, Syracuse

In 1995, Tracy Higginbotham started her own special event management and public relations company, Five Star Events. Ten years later, Higginbotham launched Women Together Inspiring Entrepreneurial Success (TIES), a new statewide business organization to help women entrepreneurs expand their local, state and regional marketplace in New York. Women TIES hosts strategic networking and educational programs where members make strong sales connections and learn success strategies from inspiring speakers. Membership also promotes women-owned businesses on the highly-ranked Women TIES website membership directory and regional marketplace as well as through media referrals and the speakers' bureau.

